

AMENDMENTS TO THE CLAIMS

As advised by Examiner in the Office Action, a listing of all claims is provided as follows:

What is claimed is:

1. (Currently Amended) A method for advertising a business comprising the steps of:
 - a. disposing advertising on a cover of an apparatus for hands free holding of an article to a hat, wherein the apparatus comprises:
 - i. a substantially stiff lower clamp for attaching to a hat comprising a bill and a crown that covers the head of a user, wherein the substantially stiff lower clamp comprises:
 1. a shape contoured to match the juncture of the bill with the crown; and
 2. a first lower planar surface with serrated teeth designed to grip the underside of the bill and an upper planar surface to provide grip support integral with the first planar surface, also oriented approximately parallel to the first planar surface and adapted to removably attach to the bill;
 - ii. a substantially stiff upper clamp integrally secured to the first planar surface, and wherein the substantially stiff upper clamp comprises a base engaging two arms, wherein an inner arm of the two engaging arms slides inside the crown on one side for resting alongside the head of the user and the other side resting against the inside of the crown, wherein the inner arm of the two engaging arms comprises a the surface of ~~which that~~ has serrated teeth to hold the hat and an outer arm of the two engaging arms that is substantially parallel to the inner arm and is in a spaced apart relationship to the inner arm to removably attach to the crown;

- iii. a spring fixedly secured to the a spring base of on the outer arm and extending away from the base substantially parallel to a soft outer clamp, wherein the spring is adapted and ~~creating a spaced relationship from~~ external side to removably secure an article; and
 - iv. a soft outer clamp secured to the spring for additionally holding the article;
 - b. wherein the advertising is selected from the group consisting of a printed corporate name, a printed corporate logo, an advertising label, a printed slogan; a printed artwork; a label comprising artwork indicating origin of a good or service, and combinations thereof.
- 2. (Original) The method of claim 1, wherein the lower clamp is a member selected from the group consisting of metal, coated metal, rigid plastic, urethane and combinations thereof.
 - 3. (Original) The method of claim 1, wherein the upper clamp is a member selected from the group consisting of metal, coated metal, rigid plastic, rubber, foam, polyurethane, and combinations thereof.
 - 4. (Original) The method of claim 1, wherein the planar surfaces of each clamp is are connected together by ~~mechanical means~~ serrated teeth or other friction gripping mechanisms.
 - 5. (Currently Amended) The method of claim 1, wherein the ~~left and right~~ stiff lower and upper clamps are adapted to attach to each side of the hat and hold an external device symmetrically.
 - 6. (Original) The method of claim 1, wherein the upper clamp comprises a curvilinear shape.
 - 7. (Cancelled)
 - 8. (Original) The method of claim 1, wherein the lower clamp and the upper clamp are connected with a rigid mechanical connection or a flexible hinge.

9. (Original) The method of claim 1, wherein the spring is a plastic spring or a steel spring.
10. (Cancelled)
11. (Original) The method of claim 1, wherein the soft outer clamp further comprises a cover.
12. (Currently Amended) The method of claim 1, wherein the ~~cover has teeth disposed on the side and said~~ cover is made from a soft, foam-like material adapted to engage an external device.
13. (Cancelled)
14. (Original) The method of claim 1, wherein the soft outer clamp includes indicia selected from the group consisting of advertising, trademarks, identifying marks, ornamental structure, designs, patterns and artistic representations.
15. (Original) The method of claim 1, wherein the method further comprises the step of using a clear or opaque material for the cover and then printing indicia for advertising on the cover.
16. (Currently Amended) The ~~apparatus~~ method of claim 1, wherein the ~~indicia is selected from the group consisting of~~ is selected from the group consisting of: trademarks, identifying marks, ornamental structure, designs, patterns and artistic representations printed on or attached to the stiff lower clamp.
17. (Currently Amended) The method of claim 1, wherein the method further comprises the step of adding battery operated miniature lights on the cover ~~to advertise the product or service of an apparatus for hands free holding of an article to a hat.~~
18. (Currently Amended) The method of claim 1, wherein the method further comprises the step of adding a battery operated miniature display sign to the cover ~~to advertise the product or service of an apparatus for hands free holding of an article to a hat.~~